Student Name:	Date:
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PROGRAM COMPETENCY PROFILE FOR CAREER TECHNICAL EDUCATION Career Cluster: Arts, Audio-Video Technology & Communications

Proposed Program Name: Graphic Design CIP: 500409

National Standard: Career Clusters

Effective 8/11

Competencies (statement that provides the overview and defines the instructional area) Student will:	Knowledge, Content and Skills (what a student needs to know and be able to do and upon which they will be assessed) Student will:	NH Common Core State Standards - Aligned • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A	Rating Scale -Sample Performance Assessments (Performance tasks the student needs to demonstrate in order to be rated proficient in meeting the competency) Student will:
Understand the methods and practices necessary for success in the graphics communications	Define graphic communications by identifying the major processes, discussing pros and cons of each and the products produced by each.		As a customer service representative, you need to create a marketing plan for a client that includes products such as a business cards, banners, plastic bags, t-shirts, etc. You will deliver this information through a poster or powerpoint presentation. Continues to #3
industry.	2. Select and/or demonstrate the best means to communicate a message to a target audience.		1 2 3 4
	3. Discuss the relationships between illustrators, photographers, designers and others in the industry.		
Understand the legal, ethical and social responsibility aspects of the graphic design industry to abide by its laws and regulations.	4. Explain the laws and regulations governing information gathering and media production (copyright, trademarks, intellectual property, etc)		As the project manager you are responsible for reviewing the design work by the interns in your company to determine if their designs comply with US legal/ethical laws and regulations and also the individual business's policies and procedures. You will discuss your findings with the interns. Continues to #6
	5. Identify the influence of media, arts and performances on society.		

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Career Cluster: Arts, Audio-Video Technology & Communications

Proposed Program Name: Graphic Design CIP: 50.0499

National Standard: Career Clusters

NH Common Core State

Effective 8/11

Competencies (statement that provides the overview and defines the instructional area) Student will:	Knowledge, Content and Skills (what a student needs to know and be able to do and upon which they will be assessed) Student will:	NH Common Core State Standards – Aligned • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A	Rating Scale -Sample Performance Assessments (Performance tasks the student needs to demonstrate in order to be rated proficient in meeting the competency) Student will:
	6. Discuss and be aware of ethics and regulatory policies of businesses in the industry.		1 2 3 4
	7. Describe government regulations and codes – awareness of recycling, forest management and ecology related to the industry.		As the OSHA inspector, you are inspecting Company Z's lab to make sure it meets OSHA, fire and environmental codes. You will convene a meeting to report your findings to the management team.
Understand the concepts, tools, and processes of basic design, art and copy preparation required by the graphic communications industry.	8. Employ the use of printer's measurements to compute inches and fractions, points and picas, decimals, percentages, and proportions. AAI 4. Technical and Production Skills: Identify specific production and technical skills required for this industry.		As a graphic designer, your supervisor has asked you to prepare thumbnail sketches, rough and comprehensive layouts, using page layout software adhering to printer's measurements, points and picas. In your layout include copy-fitting markups; specify types, sizes and styles, etc. You will present your digital project and creative/planning materials to the client. Continues to #11
	9. Demonstrate how to prepare thumbnail sketches, rough layouts and comprehensive layouts.		

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Career Cluster: Arts, Audio-Video Technology & Communications

Proposed Program Name: Graphic Design CIP: 50.0499

Effective 8/11

National Standard: Career Clusters

Competencies (statement that provides the overview and defines the instructional area) Student will:	Knowledge, Content and Skills (what a student needs to know and be able to do and upon which they will be assessed) Student will:	NH Common Core State Standards - Aligned • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A	Rating Scale -Sample Performance Assessments (Performance tasks the student needs to demonstrate in order to be rated proficient in meeting the competency) Student will:
	 10. Demonstrate how to use copy fitting and mark up procedures to specify type sizes, type styles, etc. AAI 4. Technical and Production Skills: Identify specific production and technical skills required for this industry. AAI 5. Underlying Principles of Technology: Explain through discussion the technological systems used within this industry. 		1 2 3 4
	11. Demonstrate basic use of industry standard software for digital media.		1 2 3 4
Understand the elements of visual design to effectively deliver content.	12. Discuss the elements and principles of visual art forms and their ability to effectively communicate a message.		You are part of a design team that is competing against a local company to gain the contract to design a new bottle shape and label for a beverage company. Because you are working as a team you need to collaborate with your co-designers and evaluate and discuss each other's designs for clarity of communication and aesthetic value. Continues to #s 13, 15, 16 and 19.
	13. Critique various elements of design.		1 2 3 4
	14. Explain color theory and its relationship to additive and subtractive color spaces.		1 2 3 4
	15. Discuss art elements and principles of two- and three-dimensional forms.		1 2 3 4
	16. Demonstrate basic art studio skills.		1 2 3 4

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Career Cluster: Arts, Audio-Video Technology & Communications

Effective 8/11

Proposed Program Name: Graphic Design CIP: 50.0499

digital imaging processes.

National Standard: Career Clusters

NH Common Core State Competencies Standards - Aligned **Knowledge, Content and Skills Rating Scale -Sample Performance Assessments** (statement that provides (what a student needs to know and be able to (Performance tasks the student needs to demonstrate in order to be • English/Language do and upon which they will be assessed) rated proficient in meeting the competency) the overview and defines Arts/Literacy: E the instructional area) • Mathematics: M Student will: Student will: **Student will:** • Science: S • Art: A 17. Analyze web page parameters and usage. 1 2 3 4 You are a designer who has been given the task of converting a print document to be utilized on various electronic media including but not limited to a standard web page. The document needs to be legible on various media including but not limited to tablets, cell phones, and computers. Care needs to be taken to the differences in color properties between various media. Continues to #s 14, 18, 20 and 21. 18. Discuss and demonstrate web page design 19. Create visual layouts. 2 3 4 3 20. Assess typographical elements. 2 4 21. Create a design that matches the medium 2 3 4 (print, web, iPad, iPhone, etc) **Understand the** 22. Demonstrate pre-flighting materials for As a designer you have been selected to create a brochure for a local preparation of imaging. non-profit organization. The client requested that the brochure be rich customer materials for imaging to deliver in graphic elements. The original images have been commercially products that meet produced and printed using continuous tone photography. The customer needs and document needs to be pre-flighted for production and client review expectations. via email. Continues to #24. 23. Demonstrate camera and scanner 1 2 3 4 operations to produce images using

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Career Cluster: Arts, Audio-Video Technology & Communications

Effective 8/11

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National Standard: Career Clusters

NH Common Core State Competencies Standards - Aligned **Knowledge, Content and Skills Rating Scale -Sample Performance Assessments** (what a student needs to know and be able to (Performance tasks the student needs to demonstrate in order to be (statement that provides • English/Language do and upon which they will be assessed) rated proficient in meeting the competency) the overview and defines Arts/Literacy: E the instructional area) • Mathematics: M Student will: Student will: **Student will:** • Science: S • Art: A 24. Demonstrate the ability to export images 1 2 3 4 into appropriate printing format. **Understand concepts** 25. Identify properties of paper (paper grain, and procedures of finish, flatness, brightness, basic weight, You are a production worker who has just come back from a week's pick resistance, moisture absorbency and paper applications in vacation. The paper storage facility needs to be organized and order to select resistance, and opacity). inventoried. The paper needs to be properly put away according to their paper properties. A report needs to be submitted to your appropriate printing surfaces. supervisor. Continues to #29. 26. Describe how paper pulp is prepared and summarize the process of making You are a public relations person for a local paper manufacturing facility. You have been requested to develop an educational resource printing paper. describing the paper-making process that includes the impacts of recycling and sustainability. Your presentation will be used for public tours and local environmental groups. Continues to #27. 27. Identify and select the appropriate paper 2 3 4 A new customer who needs advice on producing a variety of products for various projects/processes. for their new business has entered your commercial print production shop. The products requested range from business forms to business cards. You select the appropriate types of stock that will best suit the customer's needs and identify that they could be printed using offset operations. Continues to #28 28. Identify basic offset operations while 1 2 3 4 adhering to safety regulations.

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Career Cluster: Arts, Audio-Video Technology & Communications

Proposed Program Name: Graphic Design CIP: 50.0499

National Standard: Career Clusters

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	29. Identify grain direction of paper and identify basic paper types, weights, grades and classifications used in the printing industry.		1 2 3 4
	30. Identify equipment, tools and materials that are found in a bindery/finishing department.		1 2 3 4 You have just been hired in a local quick copy establishment. A client has come in with a variety of products that need to be finished including 8 ½ X 11 single sheets, a folded booklet, and raffle tickets that need to be finished. You need to select the appropriate finishing technique and return the completed job to the client. Continues to #31.
	31. Demonstrate the use and safety of basic bindery operations. AAI 8. Health, Safety, and Environment: Explain the health and safety laws and practices affecting the employee, the surrounding community, and the environment in this industry.		1 2 3 4
Understand other methods of image delivery used in the graphic communications industry	32. Identify various methods of medium (screen printing, large format, flexography, pad printing, digital press, etc) delivery.		You work in an advertising agency. A local company would like to roll out a new product. Their goal is to promote the product with a wide variety of media not limited to print production. You must present a wide variety of options available to them with samples regarding promoting their product. Continues to #33.
	33. Discuss and demonstrate applications of other media such as web page design and digital imaging		1 2 3 4

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Career Cluster: Arts, Audio-Video Technology & Communications

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Understand the fundamental concepts of entrepreneurship and how entrepreneurship influences the economy.	34. Discuss and assess venture creation possibilities and identify the steps in planning the venture. AAI 1. Planning: Explain the key elements of a long-term plan for a successful company. AAI 2. Management: Discuss the different forms of management and ownership within this industry. AAI 3. Finance: Explain the key components of financial management of a company.		1 2 3 4
	35. Identify the resources needed for venture startup and operation.		1 2 3 4
	36. Discuss the options in planning the venture's future (growth, development, demise). AAI 6. Labor Issues: Explain the employees' and employers' rights and responsibilities in this industry. AAI 7. Community Issues: Discuss the ways a company can impact its community and the ways a community can impact a company.		1 2 3 4

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Career Cluster: Arts, Audio-Video Technology & Communications

Effective 8/11

Proposed Program Name: Graphic Design CIP: 50.0499

National Standard: Career Clusters

NH Common Core State Competencies Standards - Aligned **Knowledge, Content and Skills Rating Scale -Sample Performance Assessments** (statement that provides (what a student needs to know and be able to (Performance tasks the student needs to demonstrate in order to be • English/Language do and upon which they will be assessed) rated proficient in meeting the competency) the overview and defines Arts/Literacy: E the instructional area) • Mathematics: M Student will: Student will: **Student will:** • Science: S • Art: A 37. Identify and discuss the traits and 1 2 3 4 behaviors of an entrepreneur (leadership, personal assessment, personal management). Not sure if they want to keep this one. 38. Demonstrate personal growth, Understand the 2 3 community leadership, democratic importance of personal principles and social responsibility by growth and leadership to enhance career participating in activities/events offered success. through student organizations. 39. Decision-Making & Problem-Solving: 1 2 3 4 Understand the Demonstrate and apply good decisionnecessary employability **Instructional Activity Samples:** making and problem-solving skills by skills in order to - create an outline outlining issues in situations/problems achieve success in - create a troubleshooting log and determining, collecting, and today's workplace. - make class presentation organizing information needed in order - develop and test strategies or options that work to formulate a solution. - provide examples of the strategies or options tested or tried - compare and analyze pros and cons of identified strategies or options - through teamwork, arrive at a decision or determine a solution that is well suited to the task - independently arrive at a decision or determine a solution that is well suited to the task - communicate in a clear format how the solution was formed - justify or describe how and why a particular solution option was chosen

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Career Cluster: Arts, Audio-Video Technology & Communications

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Career Cluster: Arts, Audio-Video Technology & Communications

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Career Cluster: Arts, Audio-Video Technology & Communications

Effective 8/11

and applying a resolution process, and reflecting on the outcome

Proposed Program Name: Graphic Design CIP: 50.0499

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NH Common Core State Standards - Aligned Competencies Knowledge, Content and Skills **Rating Scale -Sample Performance Assessments** (what a student needs to know and be able to (Performance tasks the student needs to demonstrate in order to be (statement that provides • English/Language do and upon which they will be assessed) rated proficient in meeting the competency) the overview and defines Arts/Literacy: E the instructional area) • Mathematics: M Student will: Student will: **Student will:** • Science: S • Art: A 42. Ability to Work with Others: 1 2 3 Demonstrate and apply the necessary **Instructional Activity Samples:** skills in order to work effectively with - role play a situation in which there is a conflict which must be others. resolved - compose a list of what she/he believes to be the most common problems within this profession after reviewing appropriate work ethics standards - conduct an interview with a manager and share report with classmates - demonstrate knowledge of individual strengths he/she brings to a - demonstrate knowledge of and respect for cultural and individual differences - demonstrate beginning skills in conflict management by outlining the issues involved and others' points of view - demonstrate knowledge of the possible roles and responsibilities that individuals assume while working with others - demonstrate knowledge of group skills: listening, brainstorming, clarifying information, showing initiative, acknowledging contributions, defining group tasks, and responding positively to constructive feedback - demonstrate increasing skills in conflict management by brainstorming a variety of solutions and their possible outcomes - apply his/her individual strengths to enhance a group's performance - assume responsibilities within a group - demonstrate the use of group skills in a way that enhances a group's performance - demonstrate skills in conflict management by describing, justifying,

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Career Cluster: Arts, Audio-Video Technology & Communications

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NH Common Core State Standards - Aligned Competencies **Knowledge, Content and Skills Rating Scale -Sample Performance Assessments** (statement that provides (what a student needs to know and be able to (Performance tasks the student needs to demonstrate in order to be • English/Language do and upon which they will be assessed) rated proficient in meeting the competency) the overview and defines Arts/Literacy: E the instructional area) • Mathematics: M Student will: Student will: **Student will:** • Science: S • Art: A 43. Information Use - Research, Analysis, 1 2 3 **Technology: Instructional Activity Samples:** Demonstrate and apply the use of - do a research project and develop a presentation for the class information through research, analysis, - keep a daily notebook and technology. - show use of a plan for gathering information - gather information from a variety of sources, using a variety of technologies - use sources that are current and appropriate to the topic - evaluate sources for correct and trustworthy information - document sources of information appropriately - demonstrate and apply the skills in using software applications (MS Office) - use a filing/organization system for information, such as notebook, - justify the use of a particular organizational system for a particular product - demonstrate effective communication skills (written, oral, listening) - effectively present a thesis, supporting evidence, and a conclusion using a variety of media

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Career Cluster: Arts, Audio-Video Technology & Communications

Effective 8/11

- express in written and oral language how mathematics connects to

other contexts outside the mathematics classroom

chance in the occurrence and prediction of events

- use basic numerical concepts such as whole numbers and percentages in practical situations; make reasonable estimates of arithmetic results without a calculator; and use tables, graphs, diagrams, and charts to obtain or convey quantitative information - approach practical problems by choosing appropriately from a variety of mathematical techniques; use quantitative data to construct logical explanations for real world situations; express mathematical ideas and concepts orally and in writing; and understand the role of

Proposed Program Name: Graphic Design CIP: 50.0499

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and oral language

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Career Cluster: Arts, Audio-Video Technology & Communications

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National Standard: Career Clusters

NH Common Core State Standards - Aligned Competencies Knowledge, Content and Skills **Rating Scale -Sample Performance Assessments** (what a student needs to know and be able to (Performance tasks the student needs to demonstrate in order to be (statement that provides • English/Language do and upon which they will be assessed) rated proficient in meeting the competency) the overview and defines Arts/Literacy: E the instructional area) • Mathematics: M **Student will:** Student will: **Student will:** • Science: S • Art: A 45. General Safety: 1 2 3 Demonstrate and apply safe practices **Instructional Activity Samples:** and procedures in the workplace. - develop scenarios of hazards and accidents using publications and the Internet - be observed by teacher - take written quizzes/written tests - demonstrate knowledge of safety and sanitation practices and procedures - identify and report hazardous conditions and safe working procedures - use personal protective equipment and clothing 46. Career Development: 2 3 4 Demonstrate personal/career **Instructional Activity Samples:** development skills by completing a - complete a self-awareness inventory career plan. - develop a career portfolio - use a career software, such as Choices, to measure their aptitudes and abilities for particular careers - use available resources (college catalogs and websites) to research information about postsecondary educational opportunities - select a career in the field and outline educational and skill requirements, expected job growth, and salaries - review with teacher software printout to assess their aptitudes and abilities - make appropriate choices in pursuit of postsecondary education or training and/or direct entry into the world of work - plan a senior experiential project to review and evaluate a variety of career choices

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